Ministry of Information and Broadcasting, Department of Women and Child Development, Ministry of Health and Family Welfare, Ministry of Law and Justice and a representative from the Advertising Standards Council of India, to look into the violations of Advertising Code as prescribed in the Cable Television Networks (Regulation) Act, 1995 and the Rules framed thereunder.

(d) On the recommendations of the Committee, show cause notices were issued to four channels, for telecasting surrogate advertisements of liquor products and violating the provisions of Rule 7(2) (viii) of the Advertising Code of the Cable Television Networks Rules, 1994. These channels have since sent their replies and confirmed that they had stopped the objectionable advertisements, till the matter was further examined. In its second meeting, the Committee has decided to issue show cause notice to channels displaying eight advertisements, which *prima facie,* appear to violate the Advertising Code.

Viewership of DD-1 and DD Metro Programmes

2000. SHRI K.M. KHAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are aware that viewership of DD-1, DD Metro and other channels of Doordarshan has gone down drastically and their popularity is on the wane during the recent years due to poor quality and transmission of programmes;

(b) if so, the steps taken to restructure and re-orient these channels and also to refurbish the image of DD so as to regain the market share;

(c) whether Government have any plan to lease their broadcast time to private companies; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) No, Sir. All channels of Doordarshan have maintained their popularity amongst the viewers. The technical quality of telecast is satisfactory, both in satellite and terrestrial mode.

Doordarshan has taken various steps to restructure and reorient its channels by introducing new programming formats and presentation. Doordarshan has appointed expert Advisory Committees with a view to

improve the programming and popularisation of the channels. Annual Awards for best programme producers have also been introduced to promote excellence in production and meet the challenges from competition.

(c) No, Sir.

(d) Does not arise.

Demands of Cable TV Operators

2001. SHRI BALWANT SINGH RAMOOWALIA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Cable T.V. Operators United Front/Associations are planning to go on strike from 24 July, 2002, as reported in the 'Hindustan Times', dated 19th July, 2002;

(b) if so, the main demands/grouse of the operators; and

(c) the remedial measures Government propose to take to meet the situation while ensuring that the middle class people who are over-burdened financially are not asked to pay more by introducing the proposed CAS (Conditional Access System) being demanded by operators?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) The Cable Operators United Front had made an appeal for the passage of the Cable Television Networks (Regulation) Amendment Bill, 2002, to enable introduction of Conditional Access System in cable television networks.

(c) Government has introduced the Cable Television Networks (Regulation) Amendment Bill, 2002 with a view to mandating an addressable system for pay channel viewing, through cable networks. The system when mandated, will allow the consumer to choose and pay for the channel(s) he wishes to watch. The Bill was passed in the Lok Sabha on 15.5.2002.

Dues against different agencies and producers

2002. SHRI JIBON ROY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that a huge amount of more than Rs. 33445 lakhs is outstanding from different agencies by Doordarshan during the period 1997-1998 to 2000-2001; and